

CONTRACT



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And:

MENTZER MEDIA
DO NOT MAIL
600 FAIRMOUNT AVENUE
SUITE 306
TOWSON, MD 21286

<u>Contract / Revision</u> 324748 / 2		<u>Alt Order #</u>
<u>Product</u> SENATE 2012		
<u>Contract Dates</u> 08/02/12 - 08/08/12	<u>Estimate #</u> 1082	
<u>Advertiser</u> LINDA MCMAHON FOR SENATE		<u>Original Date / Revision</u> 07/17/12 / 08/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WVIT	<u>Account Executive</u> Corey Lane	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 355.00
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42748		<u>Advertiser Ref</u> 20828

ALL SPOTS ON ORDER - IMMEDIATELY PREEMPTIBLE CLASS OF TIME

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	WVIT	08/02/12	08/05/12	OLY EARLY MORNING M-F 6A-10A			:30				NM	6	\$4,200.00
	LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---33--				6	\$700.00	4.00			
2	WVIT	08/02/12	08/05/12	OLY WKDAY DYT M-F	10A-5P		:30				NM	4	\$1,600.00
	LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---22--				4	\$400.00	3.00			
3	WVIT	08/02/12	08/05/12	5-6P CT NEWS @ 5PM	5P-6P		:30				NM	2	\$1,100.00
	LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---11--				2	\$550.00	3.00			
4	WVIT	08/02/12	08/05/12	6-630P M-F CT NEWS @ 6	6P-630P		:30				NM	2	\$1,800.00
	LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---11--				2	\$900.00	4.00			
5	WVIT	08/02/12	08/05/12	7-730P EXTRA	7P-730P		:30				NM	2	\$900.00
	LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---11--				2	\$450.00	3.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 324748 / 2		Alt Order #
Contract Dates 08/02/12 - 08/08/12	Product SENATE 2012	Estimate # 1082
Advertiser LINDA MCMAHON FOR S		Original Date / Revision 07/17/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WVIT	07/30/12-08/05/12	7-730P EXTRA	7P-730P	----ThF----	:30		\$450.00	3.00	NM		
			See MG 5.3,5.4 NA-PGM NOT SCHEDULED										
	2	WVIT	07/30/12-08/05/12	7-730P EXTRA	7P-730P	----ThF----	:30		\$450.00	3.00	NM		
			See MG 5.3,5.4 NA-PGM NOT SCHEDULED										
	3	WVIT	07/30/12-08/05/12	7-730P ACCESS HOLLY M-F7-730P		----ThF----	:30		\$450.00	3.00	NM		
	Ⓜ		MG for 5.1,5.2										
	4	WVIT	07/30/12-08/05/12	7-730P ACCESS HOLLY M-F7-730P		----ThF----	:30		\$450.00	3.00	NM		
	Ⓜ		MG for 5.1,5.2										
6	WVIT	08/02/12	08/05/12	OLY ACCESS M-SA	7P-8P		:30				NM	2	\$2,000.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---11--				2	\$1,000.00	4.00			
7	WVIT	08/02/12	08/05/12	OLY PRIME +CLSG M-SU	7P-12A		:30				NM	6	\$30,000.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---1221				6	\$5,000.00	12.00			
8	WVIT	08/02/12	08/05/12	OLY LT. NEWS M-SU	12A-1230A		:30				NM	4	\$4,800.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---1111				4	\$1,200.00	5.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WVIT	07/30/12-08/05/12	OLY LT. NEWS M-SU	12A-1230A	----ThFSaSu	:30		\$1,200.00	5.00	NM		
			See MG 8.5 PREEMPT-ADV SEPARATION										
	5	WVIT	08/03/12-08/03/12	OLY LATE NIGHT M-SU	1230A-130A	-----F----	:30		\$1,200.00	5.00	NM		
	Ⓜ		MG for 8.2 08/03										
9	WVIT	08/02/12	08/05/12	OLY WKEND DAYTIME	6A-6P		:30				NM	6	\$6,600.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----33				6	\$1,100.00	6.00			
10	WVIT	08/02/12	08/05/12	6-630P CT NEWS SAT @ 6F6P-630P			:30				NM	1	\$800.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$800.00	4.00			
11	WVIT	08/02/12	08/05/12	6-630P CT NEWS SUN @ 6F6P-630P			:30				NM	1	\$800.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S				1	\$800.00	4.00			
12	WVIT	08/06/12	08/08/12	OLY EARLY MORNING M-F6A-10A			:30				NM	8	\$5,600.00
		LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u> 324748 / 2		<u>Alt Order #</u>
<u>Contract Dates</u> 08/02/12 - 08/08/12	<u>Product</u> SENATE 2012	<u>Estimate #</u> 1082
<u>Advertiser</u> LINDA MCMAHON FOR S		<u>Original Date / Revision</u> 07/17/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	332----				8	\$700.00	4.00			
13	WVIT	08/06/12	08/08/12	OLY WKDAY DYT M-F	10A-5P		:30				NM	6	\$2,400.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	222----				6	\$400.00	3.00			
14	WVIT	08/06/12	08/08/12	5-6P CT NEWS @ 5PM	5P-6P		:30				NM	3	\$1,650.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	111----				3	\$550.00	3.00			
15	WVIT	08/06/12	08/08/12	6-630P M-F CT NEWS @ 6	6P-630P		:30				NM	3	\$2,700.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	111----				3	\$900.00	4.00			
16	WVIT	08/06/12	08/08/12	7-730P EXTRA	7P-730P		:30				NM	3	\$1,500.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	111----				3	\$500.00	3.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WVIT	08/06/12-08/12/12		7-730P EXTRA	7P-730P	MTuW-----	:30		\$500.00	3.00	NM		
See MG 16.4,16.5,16.6 PREEMPT-OLYMPICS COVERAGE													
2	WVIT	08/06/12-08/12/12		7-730P EXTRA	7P-730P	MTuW-----	:30		\$500.00	3.00	NM		
See MG 16.4,16.5,16.6 PREEMPT-OLYMPICS COVERAGE													
3	WVIT	08/06/12-08/12/12		7-730P EXTRA	7P-730P	MTuW-----	:30		\$500.00	3.00	NM		
See MG 16.4,16.5,16.6 PREEMPT-OLYMPICS COVERAGE													
4	WVIT	08/06/12-08/12/12		7-730P ACCESS HOLLY M-F7-730P		MTuW-----	:30		\$500.00	3.00	NM		
Ⓜ	MG for 16.3,16.1,16.2												
5	WVIT	08/06/12-08/12/12		7-730P ACCESS HOLLY M-F7-730P		MTuW-----	:30		\$500.00	3.00	NM		
Ⓜ	MG for 16.3,16.1,16.2												
6	WVIT	08/06/12-08/12/12		7-730P ACCESS HOLLY M-F7-730P		MTuW-----	:30		\$500.00	3.00	NM		
Ⓜ	MG for 16.3,16.1,16.2												
17	WVIT	08/06/12	08/08/12	OLY ACCESS M-SA	7P-8P		:30				NM	3	\$3,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	111----				3	\$1,000.00	4.00			
18	WVIT	08/06/12	08/08/12	OLY PRIME +CLSG M-SU	8P-12A		:30				NM	4	\$20,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	121----				4	\$5,000.00	12.00			
19	WVIT	08/06/12	08/08/12	OLY LT. NEWS M-SU	12A-1230A		:30				NM	3	\$3,600.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract Dates</u> 08/02/12 - 08/08/12	<u>Product</u> SENATE 2012	<u>Estimate #</u> 1082
<u>Advertiser</u> LINDA MCMAHON FOR S		<u>Original Date / Revision</u> 07/17/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	111----				3	\$1,200.00	5.00			
Totals										355.00		69	\$95,050.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/08/12	69	\$95,050.00	\$80,792.50
Totals	69	\$95,050.00	\$80,792.50

Signature: _____ **Date:** _____

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